## WHAT IS CLAIMED IS:

- 1. A vector particle having a modified viral surface protein for targeting the vector particle to an extracellular matrix component, wherein said viral surface protein is modified to include a targeting polypeptide including a binding region which binds to an extracellular matrix component.
- 2. The vector particle of Claim 1 wherein said vector particle is a retroviral vector particle and the modified viral surface protein is a modified retroviral envelope.
- 3. The retroviral vector particle of Claim 2 wherein said retroviral envelope includes a receptor binding region, wherein said receptor binding region is modified to include a targeting polypeptide including a binding region which binds to an extracellular matrix component.
- 4. The retroviral vector of Claim 3 wherein prior to modification the recentor binding region of said envelope has the sequence (SEQ ID NO:1), and in the modified polypeptide the targeting polypeptide is inserted between amino acid residues 18 and 19 of (SEQ ID NO:1).
- 5. The retrovinal vector of Claim 2 wherein said extracellular matrix component is collagen.
- 6. The retroviral vector of Claim 5 wherein said binding region which binds to collagen has the following structure:

Trp-Arg-Glu-Pro-Seq-Phe-Met-Ala-Leu-Ser (SEQ ID NO:3).

- 7. A modified polynucleotide encoding a modified viral surface protein for targeting a vector to an extracellular matrix component, wherein the modified polynucleotide includes a polynucleotide encoding a targeting polypeptide, said targeting polypeptide including a binding region which binds to an extracellular matrix component.
- 8. The modified polynucleotide of Claim 7 wherein said modified polynucleotide encodes a modified retroviral envelope polypeptide.

- 9. The modified polynucleotide of Claim 8 wherein said retroviral envelope polypeptide includes a receptor binding region, wherein, in the modified polynucleotide, the polynucleotide encoding the receptor binding region is modified to include a polynucleotide encoding a targeting polypeptide including a binding region which binds to an extracellular matrix component.
- 10. The modified polynucleotide of Claim 9 wherein, prior to modification, the polynucleotide encoding the receptor binding region encodes a receptor binding region having the sequence (SEQ ID NO:1) and in the modified polynucleotide, said polynucleotide encoding said targeting polypeptide is inserted between the codon encoding amino acid residue 18 and the codon encoding amino acid residue 19.
- 11. A producer cell for producing a retroviral vector particle having a modified envelope polypeptide, said producer cell including the modified polynucleotide of Claim 8.
- 12. The retroviral vector particle of Claim 2 and further including at least one polynucleotide encoding a therapeutic agent.
- 13. A method of effecting a gene therapy treatment in a host, comprising:

administering to a host the retroviral vector particles of Claim 12 in an amount effective to produce a therapeutic effect in said host.

- 14. A modified retroviral envelope polypeptide wherein, prior to modification, the envelope includes a polypeptide having the sequence (SEQ ID NO:1), and wherein, in the modified envelope, a targeting polypeptide including a binding region which binds to an extracellular matrix component is inserted between amino acid residue 18 and amino acid residue 19 of (SEQ ID NO:1).
- 15. The polypeptide of Claim 14 wherein said binding region binds to collagen.

16. The polypeptide of Claim 15 wherein said binding region which binds to collagen has the following structure:

Trp-Arg-Glu-Pro-Ser-Phe-Met-Ala-Leu-Ser (SEQ ID NO:3).

- A retroviral plasmid vector including the modified polynucleotide of Claim 8.
- A method of generating retroviral vector particles, comprising:
- transfecting a cell line selected from the (a) group consisting of (i) a pre-packaging cell line including polynucleotides encoding the gag and pol retroviral proteins; and (ii) a packaging cell line including polynucleotides encoding the gag, pol, and env retroviral proteins with the retroviral plasmid vector of Claim 17 to form a producer cell line; and

culturing said producer cell line to generate (b) retroviral vector particles.

19. A proteoliposome including a wall, wherein said wall of said proteoliposome includes a targeting polypeptide including a binding region which binds to an extracellular matrix component.

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